

## Message Text

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PAGE 01 MADRID 05222 291342Z

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 ABF-01 /051 W

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R 291023Z JUL 75

FM AMEMBASSY MADRID

TO USDOC WASHDC

INFO SECSTATE WASHDC 2567

AMCONS BARCELONA

AMCONSUL BILBAO

UNCLAS MADRID 5222

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: COMMERCIAL PROGRAMS: COMMERCIAL NEWSLETTER

1. THE EMBASSY'S COMMERCIAL OFFICE PROPOSES TO INITIATE THE PRODUCTION AND DISTRIBUTION OF A COMMERCIAL NEWSLETTER. USIS MADRID HAS GENEROUSLY AGREED TO HANDLE THE ACTUAL PRINTING, COLLATING, AND MAILING OF THE COMMERCIAL NEWSLETTER WITH THE COMMERCIAL OFFICE PROVIDING THE COPY TRANSLATED INTO SPANISH.

2. WE ANTICIPATE THAT THIS NEWSLETTER WOULD SIGNIFICANTLY BUTTRESS OUR OVERALL PROMOTIONAL EFFORTS IN SPAIN. IT SHOULD PROVE A VALUABLE MARKETING TOOL AND WOULD PROVIDE ADDITIONAL PUBLICITY FOR OUR COMMERCIAL EFFORTS IN THIS IMPORTANT MARKET, E.G. CATALOG SHOWS, TRADE MISSIONS, FOREIGN BUYERS PROGRAM, BUSINESS VISITS TO USTC AND US OVERSEAS TRADE FAIR EXHIBITIONS, BUSINESS PROPOSALS FROM US FIRMS, ETC. WE ALSO BELIEVE THAT NEWSLETTER PUBLICITY TO RIGHT TARGET AUDIENCE CAN IMPROVE COMMERCIAL LIBRARY UTILIZATION.

3. THE TOTAL ANNUAL COST OF THE NEWSLETTER, TO BE ISSUED QUARTERLY, WITH AN AVERAGE OF 20 PAGES OF TEXT, AND SENT TO SOME 1000 ADDRESSEES (TRADE ORGANIZATIONS, TRADE JOURNALS, GOVERNMENT OFFICES, LEADING END-USER AND AGENCY/DISTRIBUTOR FIRMS, ETC.) THROUGHOUT SPAIN, WILL BE 50,000 PESETAS (ABOUT \$893 AT THE RATE 56 PESETAS UNCLASSIFIED

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PAGE 02 MADRID 05222 291342Z

EQUALS \$1). OF THIS AMOUNT, USIS MADRID HAS AGREED TO ABSORB

10,000 PESETAS, REPRESENTING LABOR COSTS FOR ITS PERSONNEL TO PRINT  
AND PREPARE THE NEWSLETTER FOR MAILING.

4. NOTE: THE BID FROM A LOCAL PRINTING FIRM HAS ESTIMATED COST  
OF OVER \$1100 FOR EACH NEWSLETTER ISSUE OF 1000 COPIES.

5. ACTION REQUESTED: THAT COMMERCE PROVIDE THE SUM OF \$725  
TO ENABLE EMBASSY TO UNDERTAKE THIS PROJECT ON IN-HOUSE BASIS.  
EMBASSY WOULD APPRECIATE THE DEPARTMENT'S REACTION ASAP. SHOULD  
FUNDS BE MADE AVAILABLE, WE WOULD ISSUE THE FIRST EDITION OF THE  
NEWSLETTER IN SEPTEMBER, FOLLOWED BY EDITIONS IN DEC, MAR,  
AND JUNE.  
STABLER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 29 JUL 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** hartledg  
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**Review Date:** 10 MAR 2003  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Subject:** COMMERCIAL PROGRAMS: COMMERCIAL NEWSLETTER  
**TAGS:** BEXP, SP  
**To:** COM  
**Type:** TE  
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